Chas:

I think we ought to do this deal because it may well be put to use next fall for contests or sumpin- I'm sure we are not going to have all Our air time filled up despite FM.

Love-
Pabs

C·R·C
COLLEGE RADIO CORPORATION
135 EAST 42ND STREET • NEW YORK 17, N. Y. • TELEPHONE OXFORD 7-0890
TWX NY 1-4114

May 27th, 1958

Manager
Radio Station WYBC
242-A Yale Station
New Haven, Connecticut

Dear Sir:

College Radio Corporation has made an arrangement with the Hotel New Yorker in New York City under which a number of our stations are broadcasting spot announcements for the hotel on a due-bill basis. That is, the station airs the announcements, and instead of receiving cash payments is given a credit toward room expenses (excluding taxes) for staff members at the hotel.

We are hopeful that WYBC would like to join this plan. You would be asked to broadcast, during the 1958-59 year, a total of 100 1-minute spot announcements. These can be scheduled at any reasonably good listening time, and do not have to be at fixed times every day. In return, anyone whom you may designate to us in writing from time to time may charge rooms at the New Yorker against a credit of $100. I don't know what your local spot rate is, but presume this would be an equitable arrangement.

It will be apparent to you that our reason for soliciting WYBC is that Yale is a prestige college, and particularly attractive to the New Yorker. Your participation in the plan will enhance its general appeal. While all other stations participating will contribute 200 spots, out of deference to what we know as your substantially higher national advertising rate, we are asking you for only 100 spots.

I have discussed this matter informally with Tom Lee, General Manager of Ivy, and he has stated that he has no objections to your working out some arrangement with us if you care to do so. May I have your reaction at your very earliest convenience?

Sincerely yours,

Robert R. Vance, Jr.

Robert R. Vance, Jr.
Vice President

RRV/lf
cc: Thomas Lee, General Manager
Ivy Network